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THE LARGEST CIRCULATION
NEWSPAPER IN TORRANCE
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CAUGHT . . . by the camera before the "Flag City" parade and celebration here last Saturday afternoon were famed movie star, and master of ceremonies, Dane Clark (right), Cubie Bohannan, "Miss Defense Bond" (center) and George Post, Jaycee chairman for the payroll defense bond drive in Torrance. In the background are Ed Karlow, Jaycee past-president (seated in car), and Jaycee Howard Percy (standing).

Torrance was awarded the Minute Man Flag and celebration by the Treasury's Defense Bond Division for signing up more than 80 per cent of all business, professional and industrial employers on the payroll defense bond plan. Torrance is the first city in California to have received this honor.

—Torrance Press photo

40¢ Tax Cut Held Possible

While Federal income taxes may go up 12½ percent or more, and the cost of living increases with the trend of wage raises throughout the nation, a ray of hope was seen this week in the possibility that the "down to earth," (ad valorem) tax might drop 40 cents per \$100 assessed valuation during this year (1951-52).

Two local tax-leaving boards have indicated that they will drop their tax rates 20 cents per \$100 each.

One is Torrance Unified School District.

The other is the County of Los Angeles.

The down-town taxpayer in Torrance last year (1950-51) paid \$8,982.00 per \$100 assessed valuation on real estate and personal property.

The Los Angeles County general tax rate last year was \$1,935.1, and it appears the rate this year may be \$1,735.1.

Torrance Unified School District tax rate last year was \$2,888.7 (including the .60 cents per \$100 El Camino College tax), and this year, the rate bids fair to be \$2,688.7 (including the .60 cent El Camino College tax).

The City of Torrance tax rate probably will remain the same this year, \$1.12 per \$100. There has been no indication of a change in the County Flood Control District rate of .1951 cents per \$100; the Torrance Water

(Continued on Page Two)

Postal Receipts \$32,000 Ahead Of Last Year

Another indication of the rapid growth of Torrance was indicated this week as postal receipts for the 1950-51 fiscal year soared \$32,277.37 higher than those for the fiscal year 1949-50, according to Lou DeIninger, assistant postmaster.

Receipts for this year totaled \$189,436.38, while last year's receipts were \$157,159.01.

A near increase of \$3,000 for the month of June this year over last year was shown. Postal receipts totaled \$14,178.50 last month, with a total of \$11,311.39 for June, 1950.

The six months total for this year over last year showed a gain of more than \$20,000 as a total of \$94,709.61 of receipts were shown for the first six months of this year. Postal receipt totals for the first six months of 1950 were \$74,201.55.

Post Office Here Leases Six Autos For Mail Delivery

Six new four-door Chevrolet sedans were leased by the Torrance Post office July 1 for use in mail delivery, according to Postmaster Clara Conner.

The autos, leased on a one-year basis from a Long Beach garage, is costing the Post Office department approximately \$1500 a year each for their use, according to Postmaster Conner. They are now in operation here.

CITY GAINS AMBULANCE SERVICE

(Photo on Page 8)
After nearly a year with no local ambulance in operation, this industrial community of 28,000 population gained a 24-hour service this week when the M. and F. Ambulance Service operations got underway. Owners are Dave Figueredo and M. C. "Mike" Miller.

Figueredo and Miller said that they are asking Torrance city officials for a contract assuring them of receiving all police and

SMOG FREE (An Editorial)

We have had a lot of compliments on our feature "What I Like About Torrance" printed in last week's Torrance Press, but one thing that most folks like about Torrance deserves an editorial of its own.

This asset is the SMOG FREE location of Torrance, which gives residents of this city 99 percent freedom from the irritating, eye-smarting, choking fumes which plague nearly every other Southern California city from Santa Monica to San Bernardino and Riverside.

Lots of folks do not realize the value of this asset, but those who have moved here from cities easterly from Los Angeles and the Long Beach area certainly do.

Torrance is virtually exempt from smog because of its prevailing ocean breeze which comes off the ocean at Hollywood Riviera and Redondo Beach, fresh from the Pacific. There are no oil refineries or factories to the west of Torrance to contaminate the air.

This does not say that Torrance does not contribute smog to some of the communities east of here, from such plants as General Petroleum, Columbia Steel and others. Corrective measures are being taken in those plants, but the smoke and fumes travel on the prevailing westerly breezes to the east.

An occasional southeast wind picks up fumes and smog from harbor area refineries, and a rare northwest breeze will send some of General Petroleum's fumes over Central Torrance. But this occurs for only a few hours, on a half-dozen days a year.

Torrance folks do not know how lucky they are in this SMOG FREE area, with its fresh ocean breeze 99 percent of the time.

If you want to find out how lucky you are, ask any former resident of Long Beach (refinery and fish cannery plants to the west), or Los Angeles, Altadena, Monterey Park, Montebello, Whittier and other cities.

The only complaints that the Air Pollution Control authorities have about Torrance are those about fumes and smog originating in some Torrance plants as mentioned above, but Torrance itself enjoys a unique privilege, that of being practically SMOG FREE.

Shidler Re-Elected School Board Head

At their annual organization meeting held Monday night, July 2, the Board of Trustees of the Torrance Unified School District re-elected John Shidler to serve as chairman of the group. Elected as vice-chairman for the coming year was Mrs. Grace Wright. Shidler, who is also Justice of the Peace of the

Manhattan Beach lost 18½ (Continued on Page Two)

\$1000 Worth of Fireworks 'Set Off' Too Soon

A thousand dollars worth of fireworks went off a little early this year as a fireworks stand on Pacific Coast Highway on the Torrance-Lomita boundary line, completely burned down in a "flash" fire about 8:30 p.m. Saturday night, June 30, according to Fire Chief Jake Benner.

The Veterans of Foreign Wars were to start selling fireworks from that stand the next day, July 1.

Due to the nature of the content of the stand, all the fireworks and the building were completely demolished, even though Torrance firemen of the Walter-in company of Captain Ivan Ketterling, under the supervision of Fire Chief Jake Benner extinguished the flames in a matter of moments.

Definite cause of the blaze had not as yet been determined as this paper went to press.

Drama Teacher Leaves Torrance School System

Leaving the Torrance Unified School system as drama and speech instructor of the Torrance High School is Dan Desmond. He has been placed as instructor in the Los Angeles school system according to school officials.

The School Board Monday night accepted Desmond's resignation.

Figueredo, who has lived here since 1927, resides at 1730 Date Street. He and his wife, Ruth, have a three-year-old son, Johnny. Figueredo is a veteran of World War II, having served three years in the U. S. Navy, two of which were spent in the South Pacific Theater of War.

Taxed Sales Top Twelve Millions

The retail trade volume of Torrance stores has increased 25 percent during the past year, according to figures compiled in a survey by the Torrance Press.

Retail sales for the year 1950-51, ended June 30, 1951, on sales taxable items alone amounted to approximately \$12,000,000, it was determined. Meat and food items are not taxable, and the retail trade volume in these categories would increase total retail sales upwards of \$5,000,000, it is estimated.

The comparable figure for the previous year, 1949-50, was \$9,146,000, in the retail field exclusive of groceries and meat.

The figures bear out the oft-voiced contention of the publishers of the Torrance Press that Torrance is one of the fastest growing communities in the entire Southwestern section of Los Angeles County.

While official figures had not been compiled for the month of June on the Torrance sales tax, collections of the city's one-half of one percent tax amounted to \$55,910, for the first 11 months of the fiscal year. This is in excess of \$5000 per month, indicating a total retail trade volume (exclusive of foodstuffs) of \$12,000,000 or more for goods purchased here.

OTHER CENTERS
Of other principal trade centers in the area surveyed, Hawthorne had a gain of only 20 percent in 1950-51. Its retail sales (exclusive of food) for the year amounting to approximately \$11,350,000 against \$9,423,600 for the previous year. Sales tax collections, (½ of one percent), amounted to \$52,260 for 11 months against \$47,118 for the year 1949-50.

Manhattan Beach lost 18½ (Continued on Page Two)

Henderson Quits as Fern Ave. Principal

Leaving the Torrance Unified School District as Principal of the Fern Avenue Elementary School to accept a position in the Palm Springs Unified School District is Ronald Henderson, Henderson, who has been Fern Avenue School Principal for the last year and one-half, is starting on his new job of School District Business Manager in Palm Springs this week.

Appointed to serve in Henderson's place as principal of the Fern Avenue school by the School Board Monday night was Charles Creelius, new to the Torrance Unified School District.

(Continued on Page Two)

Torrance to Gain in Navy Expansion

The navy is planning to expand its use of Los Angeles-Long Beach harbor for warships returning from Korean war duty, boost employment at the Long Beach naval shipyard to a record level of 7000 workers by October and transfer a number of reserve units of the fleet from San Diego to San Pedro, Navy Undersecretary Dan Kimball has announced.

Part of expansion plans for the harbor area will be boosting activities of the Navy supply depot of which Torrance's sub-depot, an important part, are included.

In a prospectus detailing navy plans to increase activities in San Pedro, Kimball said that the navy also plans to utilize more fully the commercial facilities of Todd Shipbuilding and Drydock Co., Bethlehem Steel's shipbuilding division and the

OUT OF DATE . . . Is this sign on Pacific Coast Highway near the Torrance Municipal Airport which understates Torrance's estimated population by about 15,000 persons. According to City Manager George Stevens the population figure on this sign, put up by the Automobile Club of Southern California was true for the 1947 estimate. Present estimated population is 28,000. —Torrance Press Photo.

Year's Building \$7,835,603

Building permits for the year 1951 raced ahead of last year's totals by a margin of more than \$500,000, according to Building Department records. Total permits for this year to date are \$7,835,603. Total permits issued during 1950 for the same period were \$6,307,807.

Permits issued during the month of June this year were \$2,612,310, nearly \$2,000,000 ahead of those issued during June, 1950. Totals of permits issued in June of last year were \$627,798.

HOME TRACTS
Accounting for the major portion of this month's high building record were permits issued to four home tract developers for a total of 262 planned homes.

Torrance Gardens was issued permits totaling \$1,869,400 for 219 houses and 162 detached garages. This makes approximately 750 homes they are building in the home tract near Crenshaw and Torrance boulevards.

Permits for 26 houses and six garages worth \$213,900 were issued to Truman Elywne Enterprises. The homes will be built on Ellinwood street.

Issued permits for six houses and garages on Crenshaw boulevard was the Property Management Corporation. These made up a total of \$52,000.

Harlan Cross Incorporated was issued a total of permits for eleven houses and six garages on

(Continued on Page Two)

POPULATION NOW 28,000, CITY CLAIMS

The population of the City of Torrance will top 28,000 during the fiscal year 1951-52, according to the estimates of City Manager George W. Stevens.

The figure is based on the average population of 3.1 persons per dwelling unit, as based on domestic electric meter units of the Southern California Edison Company within the confines of Torrance.

It is expected that there will be in excess of 9,000 domestic electric meter units in Torrance before the end of the fiscal year.

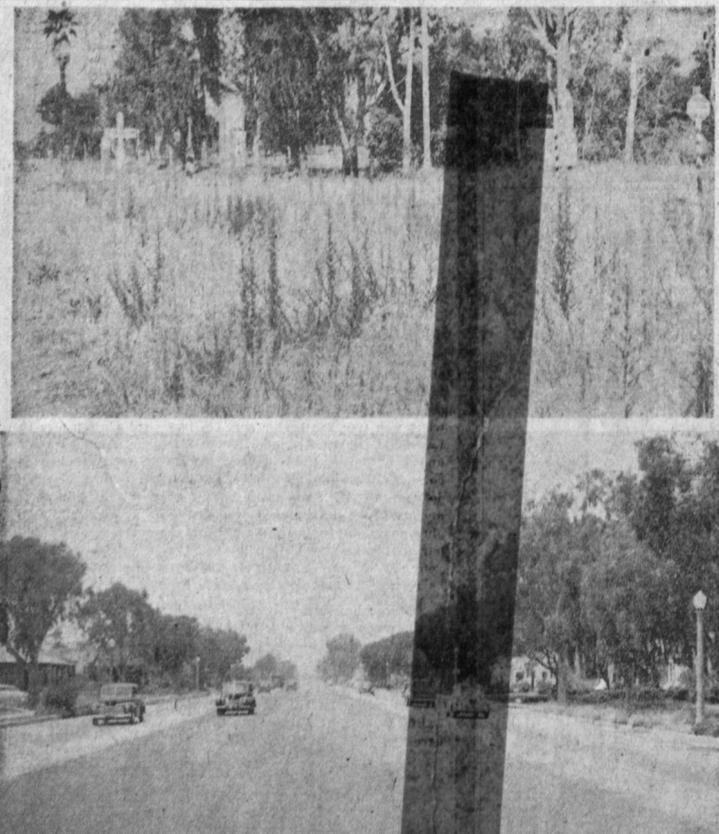
These population and growth estimates form the basis for the city's \$84,289 budget for the year 1951-52, according to Stevens.

Homes already are under construction in various sections of Torrance which will cause the city to pass the 28,000 figure this year, it was said.

GROWTH CITED
Blount also recommended that the committee include representatives from industry, labor, merchants, churches, social organizations, etc.

Drale, in his earlier suggestion to the Council, which gained no support, asked that men who knew about such matters, such as William Stanger, water superintendent, George Stevens, city manager, and A. H. Bartlett, city

(Continued on Page Two)



BIG DIFFERENCE—Above are "before" and "after" photos of Torrance boulevard from Madrid street looking toward Crenshaw boulevard showing the improvement made by removing the traffic island down the center of the street. The top photo, by Photo Arts Studio, was taken a year ago when unkempt weeds were the center of attraction on the island in Torrance boulevard. The bottom photo, taken by the Torrance Press photographer, shows the street as it is now, with the traffic island removed. The street improvement work was completed a few weeks ago.